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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/538,816	03/30/2000	James B. Armstrong	533/054	7812

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EXAMINER

DEMICO, MATTHEW R

ART UNIT	PAPER NUMBER
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2697

DATE MAILED: 02/28/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/538,816

Applicant(s)

ARMSTRONG ET AL.

Examiner

Matthew R Demicco

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Period for Reply
-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 21 February 2003.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-15 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-15 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 30 March 2000 is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved by the Examiner.
If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
* See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892) 4) ☐ Interview Summary (PTO-413) Paper No(s). _____
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 5) ☐ Notice of Informal Patent Application (PTO-152)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) 4, 5. 6) ☐ Other: _____

DETAILED ACTION

Drawings

1. This application has been filed with informal drawings which are acceptable for examination purposes only. Formal drawings will be required when the application is allowed.
2. The drawings are objected to because in Figure 3, there is no Element 128 as referenced by the specification. Further, the specification makes reference to Element 525 in Figure 5 which does not exist in the drawing. A proposed drawing correction or corrected drawings are required in reply to the Office action to avoid abandonment of the application. The objection to the drawings will not be held in abeyance.

Specification

3. The disclosure is objected to because of the following informalities: in Figure 1, Element 150 is not described in the specification. Similarly in Figure 3, Elements 320 and 330 are not described. On Page 7, reference is made to Element "230" in Figure 1. This should be corrected to read ~~-122-~~. Additionally on Page 14, Line 14, reference is made to Element "260". This should be corrected to read ~~-142-~~. Appropriate correction is required.

Claim Rejections - 35 USC § 112

4. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

5. Claim 4 is rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the

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invention. Claim 4 recites the limitation "said advertisement content stream" in Line 1. There is insufficient antecedent basis for this limitation in the claim.

Claim Rejections - 35 USC § 102

6. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for a patent.

7. Claims 1-2, 4 and 6-8 are rejected under 35 U.S.C. 102(a) as being anticipated by International Patent Application No. WO 98/48566 to Mankovitz.

Regarding Claim 1, Mankovitz discloses an interactive information system including information consumer equipment (See Figure 1). In such a system, is it inherent that there must be provider equipment. Also taught is a method for use in an information server wherein a primary content stream is provided to an information consumer ("Television Signal," Page 5, Line 25) and in response to a pause command received from the consumer (Pages 7-8, Lines 30-5 and "Pause," Page 8, Line 34) the primary content stream provided to the consumer is halted while simultaneously being stored in memory for later use and a second content is provided to the consumer (See Figure 2).

Regarding Claim 2, Mankovitz discloses a method as stated above in Claim 1. Further, Mankovitz discloses restarting the providing of the primary content stream to the consumer in response to a resume command received from the consumer (Page 8, Lines 6-7).

Regarding Claim 4, as best understood by the Examiner, Mankovitz discloses a method as stated above in Claim 1. Further disclosed is an advertisement content stream (Page 5, Lines 17-18) in the form of an Internet web page (Page 5, Lines 32-36) provided to the consumer based on program-related merchandise or any other text regarding the television program. This reads on the content stream being determined with respect to the segment of the first content stream being presented to the consumer contemporaneous to the pause command.

Regarding Claim 6, Mankovitz discloses a method as stated above in Claim 1. Mankovitz further discloses determining the last scene of the primary content being provided to the information consumer when the stream is halted (Page 7, Lines 35-37) by outputting the last frame of video to the signal-processing unit for extended display. Secondary content associated with the determined scene (Page 8, Lines 27-35) which is associated with at least one secondary content stream (Internet web page) is selected and provided to the consumer in response to a pause command as stated above in Claim 1.

Regarding Claim 7, Mankovitz discloses a method as stated above in Claim 1. Mankovitz further discloses that the secondary content comprises advertising content (Page 5, Lines 16-20).

Regarding Claim 8, Mankovitz discloses a method as stated above in Claim 1. The secondary content in the invention of Mankovitz may be a web page (Page 5, Lines 23-24) displayed on an Internet web browser (Page 6, Lines 10-36). It is inherent in such a web browser environment that there be an "applet" or controlling program (browser) which comprises a video layer, and control layer, and a graphics layer wherein the video

layer provides images associated with the secondary content (web page), the control layer enables the graphics layer to be used for selectively emphasizing and de-emphasizing portions of the video layer imagery in response to user interaction such as highlighting hyperlinks (See Figure 2).

Claim Rejections - 35 USC § 103

8. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

9. Claims 3, 5 and 9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Mankovitz in view of U.S. Patent No. 5,724,521 to Dedrick.

Regarding Claim 3, Mankovitz discloses a method as stated above in Claim 1.

What is not disclosed, however, is providing secondary content to the consumer that is determined with respect to a demographic profile associated with the consumer. Dedrick discloses a method of providing targeted secondary content in an interactive video distribution system wherein the secondary content is provided to the consumer based on a demographic profile associated with the consumer (Col. 8, Lines 17-30). Dedrick is evidence that ordinary workers in the art would appreciate the benefits of being able to target secondary content based on a demographic profile in an interactive information distribution system. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to combine the interactive information

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distribution method of Mankovitz with the demographically targeted secondary content of Dedrick in order to enhance consumer exposure to information in a best-fit pricing manner.

Regarding Claim 5, as best understood by the Examiner, Mankovitz discloses a method as stated above in Claim 4. What is not disclosed, however, is providing secondary content to the consumer that is additionally determined with respect to a demographic profile associated with the consumer. Dedrick discloses a method of providing targeted secondary advertising content in an interactive video distribution system wherein the secondary advertising content is provided to the consumer based on a demographic profile associated with the consumer (Col. 8, Lines 17-30). Dedrick is evidence that ordinary workers in the art would appreciate the benefits of being able to target advertising content based on a demographic profile in an interactive information distribution system. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to combine the interactive information distribution method of Mankovitz with the demographically targeted secondary advertising content of Dedrick in order to enhance consumer exposure to information in a best-fit pricing manner.

Regarding Claim 9, Mankovitz discloses a method as stated above in Claim 7 wherein the segment of the advertising content stream is presented to the user contemporaneous to the pause command. What is not disclosed, however, is providing secondary content to the consumer that is determined with respect to a demographic profile associated with the consumer. Dedrick discloses a method of providing targeted

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secondary advertising content in an interactive video distribution system wherein the secondary advertising content is provided to the consumer based on a demographic profile associated with the consumer (Col. 8, Lines 17-30). Dedrick is evidence that ordinary workers in the art would appreciate the benefits of being able to target advertising content based on a demographic profile in an interactive information distribution system. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to combine the secondary information presentation method of Mankovitz with the demographically targeted secondary advertising content of Dedrick in order to enhance consumer exposure to information in a best-fit pricing manner.

10. Claims 10-15 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dedrick in view of Mankovitz.

Regarding Claim 10, Dedrick discloses an interactive information distribution system including provider equipment and subscriber equipment (See Figure 1). A head-end controller for interacting with subscriber equipment is shown in Figure 2. A video server is disclosed that provides content streams responsive to the head-end controller ("Regional Content Server", See Figure 1). It is inherent in such a system that the video server must supply primary content as well as the secondary, targeting advertising content. Further, a transport processor is disclosed ("Metering Server", See Figure 1) for communicating content to the subscriber equipment via a distribution network. An advertisement manager is disclosed (See Figure 3) that is responsive to the head-end

controller for providing secondary content. What is not disclosed, however, is the head end controller, in response to a pause command received from the subscriber equipment, causing the advertisement manager to provide secondary content to the transport processor for communication to the subscriber. Mankovitz discloses an apparatus for distributing information in an interactive environment where in response to a pause command received from the consumer (Pages 7-8, Lines 30-5 and "Pause," Page 8, Line 34) the primary content stream provided to the consumer is halted and secondary content is provided to the consumer (See Figure 2). Mankovitz is evidence that ordinary workers in the art would recognize the benefits of being able to pause a first content stream and having a second advertising stream displayed. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the secondary advertising content distribution server with advertising manager and transport processor of Dedrick with the pausing of the primary content to display the secondary content of Mankovitz in order to target ads to consumers without interrupting the primary program stream.

Regarding Claim 11, Dedrick in view of Mankovitz discloses an apparatus as stated above in Claim 10. Dedrick discloses providing targeted secondary content to the based on a demographic profile associated with the consumer (Col. 8, Lines 17-30).

Regarding Claim 12, Dedrick in view of Mankovitz discloses an apparatus as stated above in Claim 10. Mankovitz discloses an apparatus wherein the secondary content provided to the subscriber is determined with respect to the temporal segment of the content halted by the subscriber. The secondary content data is transmitted

chronologically throughout the program and is accessible upon pausing the primary content (Page 8, Lines 26-28). Therefore, upon pausing the primary content, the most recent embedded secondary data pointer will be available which is most closely related to the halted content.

Regarding Claim 13, Dedrick in view of Mankovitz discloses an apparatus as stated above in Claim 12. Mankovitz further discloses that the primary content is divided into a plurality of temporal portions, each with an associated secondary content (Page 8, Lines 26-35).

Regarding Claim 14, Dedrick in view of Mankovitz discloses an apparatus as stated above in Claim 13. Both systems of Dedrick and Mankovitz disclose the secondary content comprising advertising.

Regarding Claim 15, Dedrick in view of Mankovitz discloses an apparatus as stated above in Claim 10. Dedrick further discloses providing targeted secondary advertising content to the consumer based on a demographic profile associated with the consumer (Col. 8, Lines 17-30).

Conclusion

11. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- a. U.S. Patent No. 6,363,204 to Johnson et al. discloses a DVD system wherein the first source may be paused and a second source displayed.


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Any inquiry concerning this communication or earlier communications from the examiner should be directed to Matthew R Demicco whose telephone number is (703) 305-8155. The examiner can normally be reached on Mon-Fri, 9am - 5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Andrew Faile can be reached on (703) 305-4380. The fax phone numbers for the organization where this application or proceeding is assigned are (703) 308-5359 for regular communications and (703) 872-9314 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 306-0377.

mrđ
February 24, 2003


Kimberly A. Williams
Primary Examiner
Technology Center 2600